

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Buying Time, LLC/ POL**  
**650 Massachusetts Ave. N.W. , Suite 210**  
**Washington, DC 20001**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>708306 /                       |  | <u>Alt Order #</u><br>06229754                         |
| <u>Product</u><br><b>ZWEIFEL FOR TREASURE</b>                |  |  |
| <u>Contract Dates</u><br><b>10/30/12 - 11/05/12</b>          |  | <u>Estimate #</u><br><b>2009</b>                       |
| <u>Advertiser</u><br><b>Zweifel, Clint / State Treas / D</b> |  | <u>Original Date / Revision</u><br>09/04/12 / 09/04/12 |
| <u>Billing Cycle</u><br>EOM/EOC                              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>KSDK</b>                                | <u>Account Executive</u><br>Kristin Waskie | <u>Sales Office</u><br>Telerep Philadel                |
| <u>Special Handling</u>                                      |  |  |
| <u>Demographic</u><br>Adults 35+                             |  |  |
| <u>IDB#</u>  | <u>Advertiser Code</u><br>356              | <u>Product Code</u><br>357                             |
| <u>Agency Ref</u>  |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch   | Start Date        | End Date        | Description             | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| 1     | KSDK | 11/02/12          | 11/02/12        | News at 10am            | 10-11A         |      | :30    |                   |             |               | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$375.00    | 0.00          |      |       |            |
| 2     | KSDK | 11/02/12          | 11/02/12        | Show Me St. Louis       | 1230-1p        |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 3     | KSDK | 11/02/12          | 11/02/12        | Noon News               | 12-1230p       |      | :30    |                   |             |               | NM   | 1     | \$525.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$525.00    | 0.00          |      |       |            |
| 4     | KSDK | 11/02/12          | 11/02/12        | News 5 at Four          | 4-430P         |      | :30    |                   |             |               | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$750.00    | 0.00          |      |       |            |
| 5     | KSDK | 11/02/12          | 11/02/12        | Jeopardy                | 430-5p         |      | :30    |                   |             |               | NM   | 1     | \$825.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$825.00    | 0.00          |      |       |            |
| 6     | KSDK | 11/02/12          | 11/02/12        | News Channel 5 at 5P    | 5-530P         |      | :30    |                   |             |               | NM   | 1     | \$1,875.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$1,875.00  | 0.00          |      |       |            |
| 7     | KSDK | 11/02/12          | 11/02/12        | 5-6a                    | 5-6A           |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 8     | KSDK | 11/02/12          | 11/02/12        | 630-7P Wheel of Fortune | 630-7P         |      | :30    |                   |             |               | NM   | 1     | \$1,950.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$1,950.00  | 0.00          |      |       |            |
| N 9   | KSDK | 11/02/12          | 11/02/12        | NBC Today 7-9A          | 7-9A           |      | :30    |                   |             |               | NM   | 1     | \$825.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$825.00    | 0.00          |      |       |            |
| 10    | KSDK | 11/02/12          | 11/02/12        | NBC Today Show II 9-10A | 9-10A          |      | :30    |                   |             |               | NM   | 1     | \$560.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                 |                |      |        | 1                 | \$560.00    | 0.00          |      |       |            |
| 11    | KSDK | 11/05/12          | 11/05/12        | LN (M-F)                | 10-1035p       |      | :30    |                   |             |               | NM   | 1     | \$2,250.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

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|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>708306 /            |  | <u>Alt Order #</u><br>06229754                         |
| <u>Contract Dates</u><br>10/30/12 - 11/05/12      |  | <u>Product</u><br>ZWEIFEL FOR TREASU                   |
| <u>Advertiser</u><br>Zweifel, Clint / State Trea: |  | <u>Estimate #</u><br>2009                              |
|   |  | <u>Original Date / Revision</u><br>09/04/12 / 09/04/12 |

| *Line | Ch   | Start Date        | End Date        | Description             | Start/End Time     | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-------------------------|--------------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$2,250.00  | 0.00          |      |       |            |
| 12    | KSDK | 11/05/12          | 11/05/12        | News at 10am            | 10-11A             |      | :30    |                   |             |               | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$375.00    | 0.00          |      |       |            |
| 13    | KSDK | 11/05/12          | 11/05/12        | Tonight Show            | 1035-1137p         |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 14    | KSDK | 11/05/12          | 11/05/12        | Show Me St. Louis       | 1230-1p            |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 15    | KSDK | 11/05/12          | 11/05/12        | Noon News               | 12-1230p           |      | :30    |                   |             |               | NM   | 1     | \$525.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$525.00    | 0.00          |      |       |            |
| 16    | KSDK | 11/05/12          | 11/05/12        | Ellen                   | 3-4p               |      | :30    |                   |             |               | NM   | 1     | \$560.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$560.00    | 0.00          |      |       |            |
| 17    | KSDK | 11/05/12          | 11/05/12        | News 5 at Four          | 4-430P             |      | :30    |                   |             |               | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$750.00    | 0.00          |      |       |            |
| 18    | KSDK | 11/05/12          | 11/05/12        | Jeopardy                | 430-5p             |      | :30    |                   |             |               | NM   | 1     | \$825.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$825.00    | 0.00          |      |       |            |
| 19    | KSDK | 11/05/12          | 11/05/12        | News Channel 5 at 5P    | 5-530P             |      | :30    |                   |             |               | NM   | 1     | \$1,875.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$1,875.00  | 0.00          |      |       |            |
| 20    | KSDK | 11/05/12          | 11/05/12        | 5-6a                    | 5-6A               |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 21    | KSDK | 11/05/12          | 11/05/12        | Nightly News Adj.       | 528-530p Nightly N |      | :30    |                   |             |               | NM   | 1     | \$2,700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$2,700.00  | 0.00          |      |       |            |
| 22    | KSDK | 11/05/12          | 11/05/12        | News Channel 5 at 6P    | 6-630P             |      | :30    |                   |             |               | NM   | 1     | \$2,025.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$2,025.00  | 0.00          |      |       |            |
| N 23  | KSDK | 11/05/12          | 11/05/12        | 6-7a                    | 6-7A               |      | :30    |                   |             |               | NM   | 1     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$900.00    | 0.00          |      |       |            |
| 24    | KSDK | 11/05/12          | 11/05/12        | 630-7P Wheel of Fortune | 630-7P             |      | :30    |                   |             |               | NM   | 1     | \$1,950.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$1,950.00  | 0.00          |      |       |            |
| N 25  | KSDK | 11/05/12          | 11/05/12        | NBC Today 7-9A          | 7-9A               |      | :30    |                   |             |               | NM   | 1     | \$825.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$825.00    | 0.00          |      |       |            |
| 26    | KSDK | 11/05/12          | 11/05/12        | NBC Today Show II 9-10A | 9-10A              |      | :30    |                   |             |               | NM   | 1     | \$560.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | M-----                  |                    |      |        | 1                 | \$560.00    | 0.00          |      |       |            |
| 27    | KSDK | 11/03/12          | 11/03/12        | LN (Sa)                 | 10-1035p           |      | :30    |                   |             |               | NM   | 1     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

|                     |             |
|---------------------|-------------|
| Contract / Revision | Alt Order # |
| 708306 /            | 06229754    |

|                     |                    |            |
|---------------------|--------------------|------------|
| Contract Dates      | Product            | Estimate # |
| 10/30/12 - 11/05/12 | ZWEIFEL FOR TREASU | 2009       |

|                              |                          |
|------------------------------|--------------------------|
| Advertiser                   | Original Date / Revision |
| Zweifel, Clint / State Trea: | 09/04/12 / 09/04/12      |

| *Line | Ch   | Start Date        | End Date        | Description                 | Start/End Time | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-----------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                     |                |      |        | 1                 | \$1,800.00  | 0.00          |      |       |            |
| 28    | KSDK | 11/03/12          | 11/03/12        | News Channel 5 at 6P Sat    | 6-630P         |      | :30    |                   |             |               | NM   | 1     | \$1,050.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                     |                |      |        | 1                 | \$1,050.00  | 0.00          |      |       |            |
| 29    | KSDK | 11/03/12          | 11/03/12        | Sat 6-7A                    | 6-7A           |      | :30    |                   |             |               | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                     |                |      |        | 1                 | \$375.00    | 0.00          |      |       |            |
| 30    | KSDK | 11/03/12          | 11/03/12        | 630-7P Wheel of Fortune Sat | 630-7P         |      | :30    |                   |             |               | NM   | 1     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                     |                |      |        | 1                 | \$600.00    | 0.00          |      |       |            |
| 31    | KSDK | 11/03/12          | 11/03/12        | NBC Today Show (Sa)         | 7-9A           |      | :30    |                   |             |               | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                     |                |      |        | 1                 | \$750.00    | 0.00          |      |       |            |
| 32    | KSDK | 11/03/12          | 11/03/12        | Sat 9-10a                   | 9-10A          |      | :30    |                   |             |               | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                     |                |      |        | 1                 | \$750.00    | 0.00          |      |       |            |
| 33    | KSDK | 11/04/12          | 11/04/12        | Sun 6-7A                    | 6-7A           |      | :30    |                   |             |               | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S                      |                |      |        | 1                 | \$375.00    | 0.00          |      |       |            |
| 34    | KSDK | 11/04/12          | 11/04/12        | NBC Today Show (Su)         | 7-8A           |      | :30    |                   |             |               | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S                      |                |      |        | 1                 | \$750.00    | 0.00          |      |       |            |
| 35    | KSDK | 11/04/12          | 11/04/12        | Meet The Press Sun 8-9A     | 8-9A           |      | :30    |                   |             |               | NM   | 1     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S                      |                |      |        | 1                 | \$3,000.00  | 0.00          |      |       |            |
| 36    | KSDK | 11/04/12          | 11/04/12        | Sun 9-10a                   | 9-10A          |      | :30    |                   |             |               | NM   | 1     | \$675.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S                      |                |      |        | 1                 | \$675.00    | 0.00          |      |       |            |
| 37    | KSDK | 11/01/12          | 11/01/12        | LN (M-F)                    | 10-1035p       |      | :30    |                   |             |               | NM   | 1     | \$2,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                     |                |      |        | 1                 | \$2,250.00  | 0.00          |      |       |            |
| 38    | KSDK | 11/01/12          | 11/01/12        | News at 10am                | 10-11A         |      | :30    |                   |             |               | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                     |                |      |        | 1                 | \$375.00    | 0.00          |      |       |            |
| 39    | KSDK | 11/01/12          | 11/01/12        | Tonight Show                | 1035-1137p     |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                     |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 40    | KSDK | 11/01/12          | 11/01/12        | Show Me St. Louis           | 1230-1p        |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                     |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 41    | KSDK | 11/01/12          | 11/01/12        | Noon News                   | 12-1230p       |      | :30    |                   |             |               | NM   | 1     | \$525.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                     |                |      |        | 1                 | \$525.00    | 0.00          |      |       |            |
| 42    | KSDK | 11/01/12          | 11/01/12        | Ellen                       | 3-4p           |      | :30    |                   |             |               | NM   | 1     | \$560.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                     |                |      |        | 1                 | \$560.00    | 0.00          |      |       |            |
| 43    | KSDK | 11/01/12          | 11/01/12        | Jeopardy                    | 430-5p         |      | :30    |                   |             |               | NM   | 1     | \$825.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 708306 /            | 06229754    |

| Contract Dates      | Product            | Estimate # |
|---------------------|--------------------|------------|
| 10/30/12 - 11/05/12 | ZWEIFEL FOR TREASU | 2009       |

| Advertiser                   | Original Date / Revision |
|------------------------------|--------------------------|
| Zweifel, Clint / State Trea: | 09/04/12 / 09/04/12      |

| *Line | Ch   | Start Date        | End Date        | Description             | Start/End Time | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$825.00    | 0.00          |      |       |            |
| 44    | KSDK | 11/01/12          | 11/01/12        | News Channel 5 at 5P    | 5-530P         |      | :30    |                   |             |               | NM   | 1     | \$1,875.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$1,875.00  | 0.00          |      |       |            |
| 45    | KSDK | 11/01/12          | 11/01/12        | 5-6a                    | 5-6A           |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 46    | KSDK | 11/01/12          | 11/01/12        | News Channel 5 at 6P    | 6-630P         |      | :30    |                   |             |               | NM   | 1     | \$2,025.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$2,025.00  | 0.00          |      |       |            |
| N 47  | KSDK | 11/01/12          | 11/01/12        | 6-7a                    | 6-7A           |      | :30    |                   |             |               | NM   | 1     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$900.00    | 0.00          |      |       |            |
| 48    | KSDK | 11/01/12          | 11/01/12        | 630-7P Wheel of Fortune | 630-7P         |      | :30    |                   |             |               | NM   | 1     | \$1,950.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$1,950.00  | 0.00          |      |       |            |
| 49    | KSDK | 11/01/12          | 11/01/12        | NBC Today Show II 9-10A | 9-10A          |      | :30    |                   |             |               | NM   | 1     | \$560.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---T---                 |                |      |        | 1                 | \$560.00    | 0.00          |      |       |            |
| 50    | KSDK | 10/30/12          | 10/30/12        | LN (M-F)                | 10-1035p       |      | :30    |                   |             |               | NM   | 1     | \$2,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$2,250.00  | 0.00          |      |       |            |
| 51    | KSDK | 10/30/12          | 10/30/12        | News at 10am            | 10-11A         |      | :30    |                   |             |               | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$375.00    | 0.00          |      |       |            |
| 52    | KSDK | 10/30/12          | 10/30/12        | Tonight Show            | 1035-1137p     |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 53    | KSDK | 10/30/12          | 10/30/12        | Show Me St. Louis       | 1230-1p        |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 54    | KSDK | 10/30/12          | 10/30/12        | Ellen                   | 3-4p           |      | :30    |                   |             |               | NM   | 1     | \$560.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$560.00    | 0.00          |      |       |            |
| 55    | KSDK | 10/30/12          | 10/30/12        | Jeopardy                | 430-5p         |      | :30    |                   |             |               | NM   | 1     | \$825.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$825.00    | 0.00          |      |       |            |
| 56    | KSDK | 10/30/12          | 10/30/12        | News Channel 5 at 5P    | 5-530P         |      | :30    |                   |             |               | NM   | 1     | \$1,875.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$1,875.00  | 0.00          |      |       |            |
| 57    | KSDK | 10/30/12          | 10/30/12        | 5-6a                    | 5-6A           |      | :30    |                   |             |               | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$450.00    | 0.00          |      |       |            |
| 58    | KSDK | 10/30/12          | 10/30/12        | News Channel 5 at 6P    | 6-630P         |      | :30    |                   |             |               | NM   | 1     | \$2,025.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -T-----                 |                |      |        | 1                 | \$2,025.00  | 0.00          |      |       |            |
| 59    | KSDK | 10/30/12          | 10/30/12        | 630-7P Wheel of Fortune | 630-7P         |      | :30    |                   |             |               | NM   | 1     | \$1,950.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

|                     |             |
|---------------------|-------------|
| Contract / Revision | Alt Order # |
| 708306 /            | 06229754    |

|                     |                    |            |
|---------------------|--------------------|------------|
| Contract Dates      | Product            | Estimate # |
| 10/30/12 - 11/05/12 | ZWEIFEL FOR TREASU | 2009       |

|                              |                          |
|------------------------------|--------------------------|
| Advertiser                   | Original Date / Revision |
| Zweifel, Clint / State Trea: | 09/04/12 / 09/04/12      |

| *Line  | Ch   | Start Date        | End Date        | Description             | Start/End Time     | Days | Length | Spots/<br>Week    | Rate        | Rtn           | Type | Spots | Amount      |
|--------|------|-------------------|-----------------|-------------------------|--------------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | -T-----                 |                    |      |        | 1                 | \$1,950.00  | 0.00          |      |       |             |
| N 60   | KSDK | 10/30/12          | 10/30/12        | NBC Today 7-9A          | 7-9A               |      | :30    |                   |             |               | NM   | 1     | \$825.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | -T-----                 |                    |      |        | 1                 | \$825.00    | 0.00          |      |       |             |
| 61     | KSDK | 10/31/12          | 10/31/12        | News at 10am            | 10-11A             |      | :30    |                   |             |               | NM   | 1     | \$375.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$375.00    | 0.00          |      |       |             |
| 62     | KSDK | 10/31/12          | 10/31/12        | Tonight Show            | 1035-1137p         |      | :30    |                   |             |               | NM   | 1     | \$450.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$450.00    | 0.00          |      |       |             |
| 63     | KSDK | 10/31/12          | 10/31/12        | Noon News               | 12-1230p           |      | :30    |                   |             |               | NM   | 1     | \$525.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$525.00    | 0.00          |      |       |             |
| 64     | KSDK | 10/31/12          | 10/31/12        | Dr. Oz                  | 2-3p               |      | :30    |                   |             |               | NM   | 1     | \$300.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$300.00    | 0.00          |      |       |             |
| 65     | KSDK | 10/31/12          | 10/31/12        | News 5 at Four          | 4-430P             |      | :30    |                   |             |               | NM   | 1     | \$750.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$750.00    | 0.00          |      |       |             |
| 66     | KSDK | 10/31/12          | 10/31/12        | Jeopardy                | 430-5p             |      | :30    |                   |             |               | NM   | 1     | \$825.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$825.00    | 0.00          |      |       |             |
| 67     | KSDK | 10/31/12          | 10/31/12        | 5-6a                    | 5-6A               |      | :30    |                   |             |               | NM   | 1     | \$450.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$450.00    | 0.00          |      |       |             |
| 68     | KSDK | 10/31/12          | 10/31/12        | Nightly News Adj.       | 528-530p Nightly N |      | :30    |                   |             |               | NM   | 1     | \$2,700.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$2,700.00  | 0.00          |      |       |             |
| N 69   | KSDK | 10/31/12          | 10/31/12        | 6-7a                    | 6-7A               |      | :30    |                   |             |               | NM   | 1     | \$900.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$900.00    | 0.00          |      |       |             |
| 70     | KSDK | 10/31/12          | 10/31/12        | 630-7P Wheel of Fortune | 630-7P             |      | :30    |                   |             |               | NM   | 1     | \$1,950.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$1,950.00  | 0.00          |      |       |             |
| N 71   | KSDK | 10/31/12          | 10/31/12        | NBC Today 7-9A          | 7-9A               |      | :30    |                   |             |               | NM   | 1     | \$825.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$825.00    | 0.00          |      |       |             |
| 72     | KSDK | 10/31/12          | 10/31/12        | NBC Today Show II 9-10A | 9-10A              |      | :30    |                   |             |               | NM   | 1     | \$560.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |      | 10/29/12          | 11/04/12        | --W----                 |                    |      |        | 1                 | \$560.00    | 0.00          |      |       |             |
| Totals |      |                   |                 |                         |                    |      |        |                   |             | 0.00          |      | 72    | \$72,020.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/05/12 | 72         | \$72,020.00        | \$61,217.00        |
| <b>Totals</b>       | <b>72</b>  | <b>\$72,020.00</b> | <b>\$61,217.00</b> |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

|                              |                    |                                 |
|------------------------------|--------------------|---------------------------------|
| <u>Contract / Revision</u>   |                    | <u>Alt Order #</u>              |
| 708306 /                     |                    | 06229754                        |
| <u>Contract Dates</u>        | <u>Product</u>     | <u>Estimate #</u>               |
| 10/30/12 - 11/05/12          | ZWEIFEL FOR TREASU | 2009                            |
| <u>Advertiser</u>            |                    | <u>Original Date / Revision</u> |
| Zweifel, Clint / State Trea: |                    | 09/04/12 / 09/04/12             |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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